

HORT INNOVATION MARKETING UPDATE

BY MARIANNEL AZARCON

Hort Innovation is responsible for investing the passionfruit marketing levy into a range of activities to grow awareness and consumption of the fruits, under the Hort Innovation Passionfruit Fund. Here's a look at some of the highlights since the last edition of **The Passion Vine**.

Summer flush

To support the later than normal summer flush of passionfruit this season, PR activity and social activities were tailored to ensure we generated timely consumer awareness and demand. This involved:

- Following up with media outlets from previous summer outreach
- Engaging with key influencers and encouraging them to use their platforms to communicate the high supply of passionfruit to their communities
- Leveraging the Aussie Passionfruit social media platforms to encourage advocates to purchase more passionfruit during this time as well as posting grower content for greater support. These posts were also boosted by adding some advertising dollars to maximise reach

The activities generated encouraging results, with reach opportunities achieved over a two-week period of:

797,790 VIA TRADITIONAL MEDIA COVERAGE

425,209 VIA SOCIAL & INFLUENCER ACTIVITY

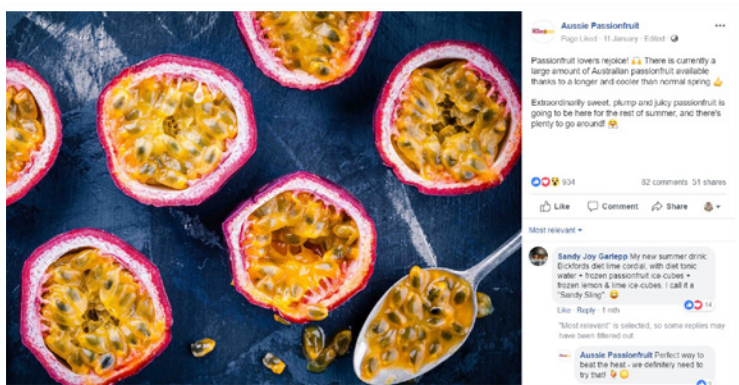
AUSSIE PASSIONFRUIT SOCIAL PAGES ENGAGEMENT >5%

REACH: refers to the total number of different people exposed, at least once, to a message during a given time period

SUMMER MEDIA ACTIVITIES

As part of overall summer media outreach activities, 3 new passionfruit-inspired recipes were created to be distributed to media outlets and used on our own social media channels for media coverage during the summer flush. In addition to this, passionfruit hampers were distributed at the end of December to food media outlets to create conversations about Aussie passionfruit during peak season, particularly leading up to Christmas.

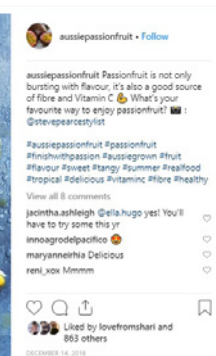
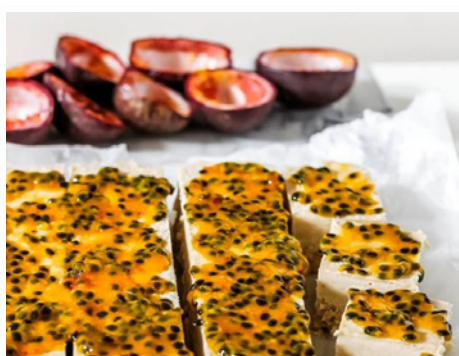
To date, Aussie Passionfruit PR activities have delivered 5.8m reach opportunities, heading to the 10m target by the end of the campaign.



SOCIAL MEDIA *REPORT*

Aussie Passionfruit social media activity continues to attract and engage consumers. Below are the results to date by the end of 2018:

PLATFORM	MEASUREMENT	KPI TO JUNE 2019	ACHIEVED TO DEC 2018
 FACEBOOK	Total Impressions	1.8 million	710,160
	Engagement rate	5%	6%
	Page size	Maintain	215 new followers (48,000 followers)
 INSTAGRAM	Total Impressions	120,000	167,744
	Engagement rate	10%	7%
	Page size	25% growth on 2018	498 new followers (2,000 followers) 35% growth



MEET MARIANNEL



Mariannel Azarcon has been appointed as the new Hort Innovation Marketing Manager for the Tropical Cluster which is made up of the following industries: Passionfruit, Custard Apple, Lychee, Papaya, Persimmon and Pineapple. This is to ensure that the marketing programs for each industry remain effective and impactful while working towards securing efficiencies in marketing operations and investments through alignment and merging of opportunities and activities where possible.

Mariannel joined Hort Innovation in August 2018 managing the domestic marketing programs for Sweet Potatoes, Papaya and Pineapple. Previously to Hort Innovation, Mariannel was at Dyson Appliances and Qantas Airways where she held roles in Brand Management, Strategy and Analytics.

Upcoming Activities

Two key activations are in the planning stages to support Aussie Passionfruit in 2018/19:

- 2019 Sydney Royal Easter Show – Aussie Passionfruit will be at the Tropical Exhibit this year. With over 900,000 attendees each year, the Sydney Royal Easter show offers an opportunity to reach a large amount of people with Aussie Passionfruit messaging. With an agriculture background, the show is a great environment to showcase a horticultural product. Passionfruit had a presence at the show with a similar activation in 2017, with great results. 21,400 samples and 40,000 recipe brochures were handed out to consumers over the 2 weeks.
- Passionfruit farm famil – this involves taking media & influencers to visit a farm which has been tentatively scheduled for May in the lead up to the winter flush.

FAMIL: short for familiarisation - is a tactic that public relations practitioners may use to educate media and influencers and encourage them to write about a product. The famil will specifically look to convey a set of pre-determined key messages that are delivered through the experience. In fresh produce, this often involves taking the media to a farm to demonstrate how the produce is grown, picked and packed before being transported to retail outlets. It is an opportunity for the media to get direct access to the growers and hear the stories first-hand.